

Terms of Reference

National or International consultant: National

Description of the assignment (Title of consultancy): Digital Engagement Specialist – 3 candidates will be selected (alternate LTAs in which contracting will be based on availability and pricing)

Project Title: Accelerator Lab ongoing online experiments

Period of assignment/services:

Maximum of 300 working days spread over 2 years.

1. Background / Project Description

As part of UNDP's global network of Lebanon's Lab is aimed at creating actionable intelligence, and testing solutions with national partners. We are part of UNDP's global policy teams and country offices.

We are part of UNDP's drive to be an incubator for the future. To accelerate progress towards the 2030 Agenda, we need to be fast and curious. The Accelerator Labs are designed to close the gap between the current practices of international development in an accelerated pace of change. They model a new capability to make breakthroughs on the future of development: inequality, decarbonization, the 4th industrial revolution and new forms of governance.

2. Scope of work, responsibilities and description of the proposed analytical work

In our efforts to drive accelerated learning, we run fast paced and time bound experiments. One testing space we use, especially as COVID forces more and more people online is online engagement and media.

We are seeking a digital engagement specialist who would be able to devise, implement, and iterate on a wide array of online experimentation modalities. This includes, but is not limited to, online ad and engagement funnels, email engagement, link tracking, website builds, event triggers and tracking, google display network, and any and all other online mediums that may present as the models for online testing such as surveys, quizzes, amongst others.

The consultant is also tasked with reporting as well as real time monitoring and reporting. They should be capable of optimizing on channels, creative, user experience, and spend. They should also be capable to provide on the spot iteration of any used channel to improve results, or mitigate on risks.

3. Expected Outputs and deliverables

The consultant will be expected to deliver campaigns in different formats and variable needs based on case by case basis. This would include:

- A Digital Strategy document that outlines data funnels and outcome projections
- Funnel and channel optimization plans per campaign to ensure optimal ROI on campaign spend.
- A digital strategy would need to outline:
 - o Channels
 - o Targeting
 - o Audience
 - o Budget planning
- Tracking code implementation plan
- Website development (if needed) including vanity URLs and embedded Iframes
- Hosting
 - Ad account set-up with advanced targeting & recommendations
 - Institutionalizing an internal structure for future targeting & campaign management
- Implement on Ad Deployment during the days of campaign roll-out online
- monitoring ads and setup of targeting and budget (on several ad platforms)
- Ad and or content Design of all needed multi-media content that may be needed from video, to editing, to
- Creation of visuals for all content to be used per campaign
- Analysis & Reporting on all items delivered in campaign
- A report on funnel performance and objectives with analysis and key insight
- Delivers graphic assets, design & development of branded items as needed
- Creating animated content or video
- Editing video content and producing videos for campaigns
- Technical setup and domain purchases for any website needs

- Hosting fees & domain fees for one-year
- Handling online ad fees and administering ad budget to online platforms directly

4. Institutional arrangements

- a) The Accelerator Lab will directly supervise the Contractor, and to whom he/she will be directly responsible to, reporting to, seeking approval/acceptance of output from.
- b) Progress to be shared on weekly basis by email and online meetings with lab teams
- c) The Contractor is expected to liaise and meet with other internal and external partners for initiation, ideation, or iteration meetings
- d) The Lab member who seeks the contractors' services will be the direct consolidated line of feedback and signs off on deliverables

5. Duration of work

- a) The LTA will be available for two years with maximum of 300 working days.

6. Duty station

This work is home-based with limited needs to be present in office, while knowledge of Lebanese context and demographics remains Important, even if consultant is Lebanese and is based abroad.

7. Requirements for experience and qualifications

I. Academic Qualifications:

- Bachelor in Computer and Communication Engineering, Digital Engagement, digital strategy or any equivalent.

II. Years of experience:

- At least 8 years of work experience in the field of digital engagement & management experience in digital, social, and search.

III. Technical experience:

- A minimum of 20 online campaigns delivered successfully.
- Campaigns to include experience with Google PPC, SEO CPC and Facebook network campaigns I.e acquisition and conversion.
- Proof of previous marketing performance reports for UN clients that include budgets, behavioural insights, split testing and acquired learnings.
- Diligent in knowledge documentation and sharing (can attach sample reports to proposal).

- Experience using Google Data studio and other dashboards to showcase funnel performance

Competencies:

- Proficient in English and Arabic (Copy writing as well)

IIV. Additional preferences:

- Fast paced and responsive
- Able to consult on latest trends and updates on platforms like Facebook, Instagram, YouTube, Instagram, and most social
- Able to share learnings openly and has no problem sharing knowledge and transferable skills with UNDP inhouse team (previous coaching or instructor roles could be helpful).
- Strong documentation skills in presentation and reporting.
- Has no problem representing UNDP goals and campaign interests with third party media partners

8. Scope of Price Proposal and Schedule of Payments

The consultant shall be paid upon satisfactory completion of each output and submission of the related deliverable (s) per identified project.

All proposals must be expressed per Daily Fee taking the following into consideration:

- i) The full daily fee amount;
- ii) Fees must be all-inclusive¹.

Payment will be made based on the number of working days and upon submission of the IC timesheet. Number of working days allocated for each task shall be discussed and agreed upon before issuing a Purchase Order.

¹ The term "All inclusive" implies that all costs (professional fees, travel costs, living allowances, communications, consumables, etc.) that could possibly be incurred by the Contractor are already factored into the final amounts submitted in the proposal.